

# *Promotion Strategy Based on the Effectiveness of Social Media, Outdoor Media, and Event Marketing on Students' Decisions in Choosing a Private Higher Education Institution*

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**Abstract**— The higher education sector is becoming increasingly competitive, requiring universities to implement effective promotion strategies to attract prospective students. This study analyzes the effectiveness of promotion strategies implemented by the studied private higher education institution through social media marketing, outdoor advertising, and event marketing, and identifies the main factors influencing students' decisions to enroll. A quantitative descriptive approach was used with survey data collected from 207 respondents representing more than 93 schools. The results show that Instagram and TikTok are the most frequently used platforms among students, with usage rates of 87 percent and 82 percent. However, the conversion rate of social media video advertisements is relatively low, ranging from 21 percent to 29 percent. Outdoor advertising through billboards on Surya Kencana Street shows higher effectiveness with a conversion rate of 76 percent. Event marketing activities such as school presentations demonstrate moderate effectiveness, while programs such as institutional academic competition program, open stands, and the “institution Mengajar” show lower awareness levels. The main factors influencing students' decisions include campus location, study program relevance, employment prospects, accreditation, and tuition fees. The study highlights the need for integrated promotional strategies combining digital engagement, offline visibility, and experiential marketing to improve recruitment effectiveness in private higher education institutions.

**Keywords**—promotion strategy, higher education marketing, social media marketing, event marketing, student decision making

## 1. Introduction

Competition among higher education institutions in Indonesia continues to increase as the number of public and private universities grows. This condition forces universities to develop effective marketing and promotion strategies to attract prospective students. Higher education institutions are no longer focused only on academic quality, but also on building institutional image, increasing awareness, and creating engagement with target audiences through marketing communication channels. Digital transformation has changed how young people search for information about higher education. Generation Z relies heavily on social media as their primary source of information. Platforms such as Instagram and TikTok play a central role in shaping perceptions and decisions related to education choices. This makes social media an important tool in higher education promotion [1].

Outdoor media such as billboards still play a significant role in marketing communication. Billboards provide continuous visual

exposure and strengthen brand recall. Event marketing is also important because it creates direct interaction between institutions and prospective students through school visits, competitions, exhibitions, and community programs.

The studied private higher education institution faces competition in attracting new students. The institution has implemented promotional activities through social media, billboards, and events. However, the effectiveness of each strategy needs to be evaluated to determine the most efficient approach. This study aims to analyze the effectiveness of the institution's promotional strategies through social media, outdoor advertising, and event marketing, and to identify the main factors influencing students' decisions to choose the institution.

## 2. Literature Review

### 2.1 Marketing Strategy in Higher Education

Marketing strategy refers to a series of planned and systematic activities undertaken by an organization to achieve specific marketing objectives through the identification of consumer needs, the delivery of superior value, and the establishment of long-term relationships with customers. In the context of higher education, marketing strategy is no longer limited to efforts aimed solely at increasing student enrollment. Instead, it has evolved into a broader institutional approach that emphasizes the development of institutional image, the strengthening of academic reputation, and the cultivation of public trust and emotional attachment toward higher education institutions.

The increasingly intense competition among universities has transformed the higher education sector into a highly dynamic and competitive environment, requiring institutions to adopt more innovative, adaptive, and technology-oriented marketing approaches. Universities are now expected to integrate digital-based marketing strategies, including the utilization of social media platforms, online promotional campaigns, and interactive communication channels, in order to effectively capture the attention of prospective students and maintain institutional competitiveness. Furthermore, the implementation of strategic marketing in higher education also plays an important role in communicating institutional values, academic excellence, and educational quality to wider stakeholders. Therefore, universities must continuously develop responsive and sustainable marketing strategies that align with changes in student behavior, technological advancement, and the evolving educational landscape [2].

The rapid advancement of information technology and the changing behavior of younger generations have significantly transformed the marketing communication patterns employed by higher education institutions. Prospective students today are increasingly reliant on digital media and social networking platforms as their primary sources of information when selecting universities. This shift in information-seeking behavior has compelled higher education institutions to redesign their marketing strategies by emphasizing digital marketing communication approaches that are capable of reaching broader audiences in a more interactive, efficient, and personalized manner.

In the contemporary higher education environment, digital communication channels provide universities with opportunities to establish direct and continuous interaction with prospective students. Through digital platforms, institutions can disseminate information regarding academic programs, campus facilities, institutional achievements, scholarship opportunities, and student experiences more effectively and in real time. Rajkumar et al. [3] argued that digital marketing communication has become an essential instrument in influencing students' decision-making processes, particularly through the presentation of engaging, interactive, and easily accessible content distributed via social media platforms.

Consequently, universities are required to develop stronger digital engagement strategies in order to maintain relevance and competitiveness in attracting prospective students. This engagement can be fostered through various forms of digital content, including promotional videos, infographics, alumni testimonials, virtual campus tours, live streaming events, and other interactive activities across social media platforms. Such digital interactions not only enhance institutional visibility but also contribute to the development of emotional connections, trust, and positive perceptions among prospective students toward the institution.

Educational service marketing possesses distinct characteristics because the services offered are intangible, inseparable, variable, and perishable in nature. Unlike physical products, educational services cannot be directly seen, tested, or experienced prior to consumption. As a result, prospective students tend to rely heavily on information, perceptions, and experiences constructed through institutional marketing communication when evaluating higher education institutions. This condition makes the decision-making process in higher education highly dependent on how effectively universities communicate their value, credibility, and educational quality to the public. Given the intangible nature of educational services, higher education institutions are required to create meaningful experiences and deliver added value that can be perceived by prospective students even before enrollment. Such value can be reflected through the quality of academic services, institutional reputation, educational facilities, lecturer competence, student support systems, campus environment, and the career prospects of graduates. These elements collectively shape public perception regarding the reliability and excellence of a university.

In this context, marketing communication plays a highly significant role in influencing prospective students' decision-making processes because the information received by students contributes directly to the formation of perceptions regarding institutional quality and credibility. Kango et al. [4] emphasized that effective marketing communication enables universities to strengthen institutional image, increase public confidence, and reduce uncertainty among prospective students in choosing higher education institutions. Therefore, universities must develop integrated and persuasive communication strategies that are capable of presenting educational services in a credible, informative, and appealing manner to potential students and other stakeholders.

In addition, social media has emerged as one of the primary instruments in higher education marketing strategies. The utilization of social media is considered highly effective because it enables two-way communication, enhances interaction, and fosters emotional closeness between institutions and their audiences. Through social media platforms, universities are able to communicate information more rapidly, interact directly with prospective students, and create a more engaging and personalized communication experience. This capability has made social media an essential component of contemporary higher education marketing practices.

Sintani et al. [5] stated that the effectiveness of higher education marketing through social media is strongly influenced by an institution's ability to deliver relevant, engaging, and audience-oriented content that aligns with the characteristics and preferences of younger generations. Universities are therefore required to produce creative and informative digital content that can attract attention and maintain audience engagement. Social media platforms are no longer merely promotional tools, but have evolved into strategic instruments for institutional branding and the development of digital communities connecting universities with prospective students, current students, alumni, and other stakeholders. Through consistent and interactive communication, universities can strengthen institutional identity, increase visibility, and establish stronger emotional relationships with their target audiences.

In the decision-making process of selecting a higher education institution, prospective students generally consider multiple factors, including institutional reputation, quality of academic programs, tuition fees, career prospects, campus location, and the influence of reference groups. These considerations indicate that the selection of a university is a complex decision influenced by both rational and emotional aspects. Marques et al. [6] explained that students' decisions in choosing higher education institutions are shaped by a combination of internal and external factors, including family influence, peer recommendations, institutional image, and the effectiveness of marketing communication strategies implemented by universities.

Therefore, higher education institutions must possess a comprehensive understanding of the characteristics, preferences, and behavioral patterns of their target markets in order to design more targeted and effective marketing strategies. By understanding the needs and expectations of prospective students, universities can develop communication approaches and promotional activities that are better aligned with market demands, thereby increasing prospective students' interest and improving institutional competitiveness in the increasingly competitive higher education sector.

## 2.2 Social Media Marketing

Social media marketing represents a form of digital marketing strategy that utilizes social networking platforms to establish communication, interaction, and long-term relationships with consumers. In the current digital era, social media no longer functions merely as a source of entertainment, but has evolved into a primary medium for information seeking, opinion formation, and consumer decision-making processes. For higher education institutions, social media serves as a strategic marketing instrument because it enables universities to reach broader audiences with relatively lower costs compared to conventional promotional media. Furthermore, social media provides opportunities for universities to build direct engagement with prospective students through more interactive, flexible, and personalized communication approaches [1].

The rapid development of digital technology and the changing behavioral patterns of younger generations have contributed to the increasing dominance of social media usage in everyday life. Generation Z, which constitutes the primary target market for higher education institutions, is highly connected to digital platforms, particularly Instagram and TikTok. These platforms have become among the most widely used social media applications among teenagers and university students due to their ability to deliver fast, visually appealing, and interactive content. Instagram is widely recognized for its strengths in visual branding and storytelling through features such as feeds, reels, stories, and live streaming, allowing institutions to build and maintain a consistent institutional image and brand identity. Meanwhile, TikTok offers significant advantages in the dissemination of viral short-video content, enabling institutions to increase audience reach rapidly through algorithm-driven content recommendations.

The effectiveness of social media marketing is influenced by several important factors, including content quality, posting consistency, interactivity, creativity in message delivery, and the relevance of information to the needs of target audiences. Engaging, informative, and trend-oriented content tends to attract greater attention and generate higher levels of user engagement on social media platforms. In the context of higher education marketing, visual content such as student activity videos, alumni testimonials, virtual campus tours, scholarship information, and academic achievement highlights has been shown to be particularly effective in increasing institutional awareness and attracting prospective students' interest toward universities [3].

Social media marketing consists of several key dimensions, namely entertainment, interaction, trendiness, customization, and electronic word-of-mouth [3, 5]. Entertainment refers to the ability of content to provide enjoyment and capture audience attention. Interaction reflects the existence of two-way communication between institutions and social media users. Trendiness indicates an institution's capability to follow and adapt to emerging social media trends in order to remain relevant to its target market. Customization relates to the ability to deliver messages that align with the characteristics and preferences of specific audience segments, while electronic word-of-mouth refers to the dissemination of information, experiences, or recommendations among social media users that may influence consumer perceptions and decision-making processes.

Within the higher education sector, social media is extensively utilized to introduce academic programs, campus facilities, student activities, organizational events, academic achievements, and new student admission information. Universities also employ social media platforms to construct institutional images that reflect modernity, innovation, and closeness to younger generations. Communication strategies implemented through social media are considered highly effective in creating emotional connections with prospective students because information can be delivered in a more flexible, visual, and easily accessible manner. Moreover, social media enables prospective students to gain virtual experiences regarding campus life before making decisions about pursuing higher education at a particular institution.

Recent studies indicate that the effectiveness of social media in higher education marketing is not solely determined by the number of followers or posting frequency, but rather by the institution's ability to create authentic, relevant, and emotionally engaging content [5]. Consequently, higher education institutions must develop integrated, creative, and digitally oriented social media marketing strategies that align with the behavioral characteristics of younger generations. Such strategies are essential for increasing brand awareness, strengthening audience engagement, and enhancing prospective students' interest in higher education institutions.

### 2.3 Outdoor Advertising

Outdoor advertising, such as billboards, remains one of the traditional advertising media that is still considered effective in building brand awareness and strengthening brand image within society [10]. Despite the rapid development of digital media, billboards continue to hold a strong position because they provide continuous visual exposure to individuals who pass through the placement locations. This medium enables promotional messages to be seen repeatedly by a large audience, thereby reinforcing brand recall in consumers' minds. In marketing communication, repeated visual exposure plays a critical role in shaping advertising effectiveness, as increased exposure frequency is associated with higher familiarity and stronger brand awareness among audiences.

Billboards possess unique characteristics compared to other promotional media due to their ability to reach mass audiences without requiring active engagement from viewers. Unlike digital media, which can be skipped or ignored, billboards remain physically present in public spaces, making them more likely to capture spontaneous attention. In addition, billboards function as effective reminder media because they are strategically placed in high-traffic areas such as main roads, urban centers, educational zones, and commercial districts. Taylor et al. [7] found that outdoor media significantly contributes to brand awareness enhancement, particularly when supported by visually compelling design and appropriate placement strategies.

The effectiveness of billboard advertising is influenced by several key factors, including strategic location, exposure frequency, visual appeal, message clarity, and media size. Location plays a fundamental role in determining the number of potential audiences exposed to the advertisement. Billboards installed in high-mobility areas tend to generate higher effectiveness compared to those placed in low-traffic locations. Exposure frequency also contributes significantly to consumer memory retention, as repeated encounters with a message increase the likelihood of brand recall and recognition. Visual design is another crucial element in determining billboard effectiveness, as audiences typically have only a few seconds to process the displayed message. Therefore, billboard design must attract attention quickly through the effective use of color, imagery, typography, and layout composition. The message itself must be concise, clear, and easily understood to ensure effective communication within a very limited viewing time. Additionally, media size influences visibility, as larger billboards are more easily seen from a distance.

In the context of higher education, billboards are frequently used as a promotional tool to increase institutional awareness within specific geographic areas while simultaneously strengthening educational brand legitimacy. Universities utilize billboards to communicate institutional identity, highlight flagship study programs, promote accreditation status, showcase educational facilities, and provide information on student admissions. The use of billboard advertising in higher education marketing is considered effective in enhancing institutional credibility and projecting a professional image to the public. Moreover, the presence of billboards in strategic locations contributes to shaping public perception regarding the visibility and reputation of the institution.

In the current digital era, billboard advertising is increasingly integrated with digital marketing strategies through the incorporation of QR codes, social media hashtags, and the alignment of offline and online campaign elements [10]. This integrated marketing communication approach enables billboards to function not only as awareness-building tools but also as gateways that connect offline promotions with digital platforms. As a result, creatively designed and strategically implemented outdoor advertising remains highly relevant in supporting the effectiveness of higher education marketing communication within an increasingly competitive educational landscape.

### 2.4 Event Marketing

Event marketing refers to a marketing strategy implemented through the organization of specific activities aimed at creating direct experiences between organizations and their target audiences. In the context of modern marketing communication, event marketing has become an increasingly important approach because it enables organizations to establish real interactions and build emotional relationships with consumers. Unlike conventional promotional methods that primarily involve one-way communication, event marketing allows audiences to participate directly in activities, resulting in marketing messages being

received in a deeper, more personal, and more meaningful manner. Event marketing possesses a stronger ability to generate emotional engagement compared to traditional advertising media because audiences do not merely receive information, but also experience direct interactions associated with the promoted brand or institution.

Within the higher education sector, event marketing has become one of the most widely adopted strategies used by universities to increase institutional awareness, strengthen institutional image, and build relationships with prospective students. The increasingly competitive environment among higher education institutions has encouraged universities to move beyond reliance on digital or conventional advertising alone by creating direct experiences capable of generating positive impressions among target audiences. Isoraite [8] explained that experiential marketing through events can significantly improve positive perceptions toward institutions because participants are able to interact directly with the organizational environment, institutional culture, and educational services offered by the institution [11, 12].

Higher education event marketing activities may take various forms, including school presentations, academic and non-academic competitions, open house programs, educational exhibitions, and community engagement initiatives. School presentations represent one of the most common forms of event marketing because they provide universities with opportunities to interact directly with high school students as the primary target market of prospective university applicants. Through these activities, institutions can introduce academic programs, campus facilities, scholarship opportunities, and graduate career prospects in a more detailed and interactive manner. Furthermore, two-way communication during school presentations allows prospective students to obtain direct responses to their questions and information needs, thereby reducing uncertainty in the decision-making process.

Academic and non-academic competitions also constitute important components of higher education event marketing because they are capable of attracting large numbers of student participants. Activities such as academic Olympiads, sports competitions, business contests, and creative festivals can increase participant engagement while simultaneously strengthening the image of universities as active institutions that support youth development and creativity. Lee and Kim (2022) stated that competition-based events have a significant influence on brand image formation because participants tend to develop stronger emotional experiences during their involvement in such activities. In addition, open house programs and educational exhibitions provide prospective students with opportunities to experience campus environments directly. During open house events, prospective students are able to explore educational facilities, interact with lecturers and current students, and gain insights into campus life and academic culture. These direct experiences are considered highly effective in increasing prospective students' confidence in selecting a university because they can personally experience the academic atmosphere and institutional culture offered by the institution.

Community engagement programs have also become increasingly important forms of event marketing in higher education. Programs such as community service activities, teaching initiatives in schools, public seminars, and community training programs function not only as social responsibility activities but also as strategic efforts to strengthen positive institutional image within society. Such activities demonstrate the university's tangible contribution to social development, thereby enhancing institutional reputation and increasing public trust toward higher education institutions.

The success of event marketing is influenced by several key factors, including event quality, relevance of activities to target participants, and the ability to create memorable experiences. Event quality encompasses technical and managerial aspects such as event concepts, activity management, facilities, communication effectiveness, and organizer professionalism. Meanwhile, the relevance of event activities to the interests and needs of target audiences is essential to encourage active participation and audience involvement. Furthermore, the ability to create enjoyable, interactive, and emotionally engaging experiences strongly affects the success of event marketing because positive experiences are more likely to remain in participants' memories and contribute to the development of favorable perceptions toward the institution. Therefore, event marketing represents an effective marketing communication strategy for higher education institutions in building emotional relationships with prospective students while simultaneously increasing institutional awareness and strengthening institutional image. Amid increasingly intense competition within the higher education sector, universities' ability to create engaging and meaningful experiences

through various event activities will become a critical factor in attracting prospective students and enhancing institutional competitiveness.

## 2.5 Consumer Decision in Higher Education

The decision to choose a higher education institution represents a complex decision-making process because it involves various rational and emotional considerations from prospective students and their families. In the context of higher education, the decision to select a university can be understood as a form of consumer behavior in choosing educational services. Prospective students evaluate not only academic aspects, but also social, economic, psychological, and future-oriented factors associated with their educational choices. The increasingly competitive environment among universities has encouraged higher education institutions to better understand the factors influencing students' decisions in order to develop more targeted and effective marketing strategies [13].

One of the primary factors influencing students' decisions is campus location. A strategic and accessible location is considered important because it relates to transportation accessibility, travel costs, safety, and time efficiency. For many students and parents, universities located closer to their residence are perceived as more economical and convenient. Sia [9] found that geographical factors remain among the major determinants in university selection, particularly for private higher education institutions whose target markets are concentrated within local and regional areas. In addition to location, academic programs constitute another dominant factor in the decision-making process. Prospective students tend to prefer universities that offer study programs aligned with their interests, talents, and future career aspirations. The suitability of academic programs is considered essential because it relates directly to competency development and future employment opportunities. Universities that provide curricula relevant to industry demands and technological developments generally possess greater attractiveness among prospective students.

Institutional reputation also plays a significant role in determining higher education choices. Universities with positive institutional images, strong academic achievements, and public recognition tend to gain higher levels of trust from prospective students and their families. Institutional reputation is frequently associated with educational quality, graduate competence, and career opportunities after graduation. Therefore, universities need to establish strong brand images through academic excellence, student achievements, industry collaborations, and effective marketing communication strategies.

Tuition fees and educational costs likewise exert substantial influence on students' decisions, particularly in private higher education institutions. Competitive and transparent tuition fees become major considerations because they directly relate to families' financial capabilities. In addition to tuition expenses, prospective students also consider scholarship availability, payment systems, and other potential educational costs during their period of study. Universities capable of offering affordable educational costs while maintaining high educational quality generally possess stronger competitive advantages [14].

Graduate employability prospects represent another highly influential factor in the selection of higher education institutions. Contemporary prospective students tend to adopt more pragmatic approaches when making educational decisions because they seek assurance that their education will provide promising career opportunities after graduation. Consequently, universities with high employability rates, extensive industry networks, internship programs, and successful alumni are more attractive to prospective students.

Furthermore, accreditation status and campus facilities are important considerations in the decision-making process. Accreditation is widely perceived as an indicator of institutional and program quality, thereby increasing public confidence in higher education institutions. Meanwhile, campus facilities such as laboratories, classrooms, libraries, internet access, and other supporting infrastructure significantly affect students' comfort and learning experiences. Universities equipped with modern and comprehensive facilities tend to create more professional impressions and generate stronger interest among prospective students.

Consumer behavior models explain that purchasing decisions, including the selection of higher education institutions, are influenced by several stages, namely need recognition, information search, evaluation of alternatives, purchase decision, and

post-purchase behavior. During the need recognition stage, prospective students realize the importance of pursuing higher education for their future development. Subsequently, they engage in information searches through social media, university websites, recommendations from friends and family members, and institutional promotional activities. The information obtained is then evaluated by comparing alternative universities based on factors such as tuition costs, institutional reputation, academic programs, and career prospects. After completing this evaluation process, prospective students make decisions regarding the university that best aligns with their needs and expectations. The final stage involves post-purchase behavior, referring to students' experiences after becoming part of the institution, which may influence their levels of satisfaction, loyalty, and willingness to recommend the institution to others.

Therefore, the decision to choose a higher education institution is a multidimensional process influenced by various internal and external factors. Universities must understand the characteristics, preferences, and needs of prospective students in order to formulate marketing strategies that are effective, relevant, and capable of enhancing institutional competitiveness within the increasingly competitive higher education environment.

### 3. METHODS

This study employed a descriptive quantitative research approach to analyze the effectiveness of promotional strategies implemented by the studied private higher education institution. The quantitative descriptive approach was selected because it enables researchers to systematically describe and interpret actual conditions based on empirical data collected from respondents. This approach is considered appropriate for identifying patterns of promotional media usage, evaluating the effectiveness of marketing communication activities, and examining the dominant factors influencing students' decisions in selecting higher education institutions.

The study focused on understanding how various promotional strategies, including social media marketing, outdoor advertising, and event marketing, contribute to increasing institutional awareness and influencing prospective students' decision-making processes. Through quantitative analysis, the research aimed to provide measurable and objective findings regarding the promotional effectiveness of the institution in attracting students within the increasingly competitive higher education environment.

#### 3.1 Data Collection

The data collection process was conducted using an online questionnaire distributed through the Google Forms platform. The use of online questionnaires was intended to facilitate broader respondent participation, improve efficiency in data collection, and simplify the data recording process. The questionnaire consisted of structured questions designed to capture respondents' perceptions regarding promotional media exposure, effectiveness of promotional activities, and factors influencing their decision to choose the institution as their higher education institution. Questionnaire distribution was carried out with the assistance of trained enumerators who directly distributed the survey to students in classrooms. In addition, the dissemination process was supported by academic study programs through online distribution channels to ensure wider respondent coverage. This combined distribution method was implemented to increase response rates.

The total number of respondents involved in this research was 207 students. Based on the estimated population size of approximately 500 individuals, the sample size produced an estimated margin of error of approximately 5.2%, indicating an acceptable level of representation for descriptive quantitative research. The respondents originated from more than 93 schools located in Bogor and surrounding regions, reflecting diverse educational backgrounds and providing broader representation of prospective higher education consumers within the targeted market area.

#### 3.2 Research Variables

This study examined several primary variables related to promotional effectiveness and consumer decision-making in higher education selection. The variables were categorized into four major dimensions as follows:

Table 1. Measurement

No	Variable	Definition	Measurement
1	Social Media Marketing	The social media marketing variable was designed to measure respondents' exposure to and perceptions of digital promotional activities conducted through social networking platforms	Intensity of Instagram usage
			Intensity of TikTok usage
			Intensity of Facebook usage
			Effectiveness of promotional video content
2	Outdoor Advertising	The outdoor advertising variable focused on measuring the effectiveness of billboard promotion as a form of traditional advertising media	Level of billboard awareness
			Perceived effectiveness of billboard advertisements
3	Event Marketing	The event marketing variable examined respondents' exposure to and perceptions of promotional activities conducted through direct interaction and experiential marketing programs	Marketing presentations at schools
			Olympic event Festival
			Open stand activities at BTM Mall
			"Institution Mengajar" program
4	Decision Factors	The decision factors variable measured the primary considerations influencing respondents' decisions in choosing studied institution as their higher education institution.	Campus location
			Study programs
			Career prospects
			Accreditation status
			Educational costs
			Institutional reputation
			Campus facilities

### 3.3 Data Analysis

The collected data were analyzed using descriptive statistical methods, primarily frequency distribution and percentage analysis. Descriptive statistics were utilized to summarize respondent characteristics, identify trends in social media usage, evaluate perceptions of promotional effectiveness, and determine the dominant factors influencing students' decision-making processes.

The analysis results were presented in the form of tables, percentages, and descriptive interpretations to facilitate a clearer understanding of the research findings. Through this analytical approach, the study aimed to provide comprehensive insights into the effectiveness of the institution's promotional strategies and their influence on prospective students' awareness, perceptions, and institutional selection decisions.

## 4. Results and Discussion

### 4.1 Respondent Distribution

The findings of this study indicate that the respondents originated from more than 93 schools distributed across Bogor and surrounding areas. The largest proportions of respondents came from SMA Budi Mulia Bogor and SMK Wikrama Bogor, each contributing 4.8% of the total respondents. This finding suggests that the studied private higher education institution has

established relatively broad promotional coverage within the Bogor region and has successfully reached students from various educational institutions. Table 2 presents the distribution of respondents based on their school origins.

Table 2. Majority of Respondent Distribution by School Origin

No	School Origin	Frequency	Percentage
1	Budi Mulia Senior High School (SMA Budi Mulia), Bogor	10	4.8%
2	Wikrama Vocational High School (SMK Wikrama), Bogor	10	4.8%
3	Rimba Madya Senior High School (SMA Rimba Madya), Bogor	7	3.4%
4	Mardi Yuana Senior High School (SMA Mardi Yuana), Bogor	6	2.9%
5	State Senior High School 1 (SMAN 1) Dramaga	6	2.9%
6	Kosgoro Private Senior High School (SMAS Kosgoro), Bogor City	6	2.9%
7	Pembangunan Vocational High School (SMKS Pembangunan), Bogor	6	2.9%
8	State Senior High School 1 (SMAN 1) Cigombong	5	2.4%
9	State Senior High School 5 (SMAN 5) Bogor	5	2.4%
10	State Senior High School 9 (SMAN 9) Bogor	5	2.4%

The respondent distribution demonstrates that the institution's promotional activities have reached a diverse range of senior high schools and vocational schools. The relatively varied composition of respondents indicates that the institution's marketing communication strategies have not been concentrated solely on a limited number of schools, but instead have achieved broader outreach across multiple educational institutions in the region.

The data further reveal that SMA Budi Mulia Bogor and SMK Wikrama Bogor constitute two of the major contributor schools for the institution student enrollment. Both schools contributed 10 respondents each, equivalent to 4.8% of the total sample. This finding may indicate that promotional strategies implemented within these schools have been relatively effective in generating awareness and attracting prospective students toward the institution.

In addition, SMA Rimba Madya Bogor contributed 7 respondents or 3.4% of the sample population. Meanwhile, SMA Mardi Yuana Bogor, SMAN 1 Dramaga, SMAS Kosgoro Kota Bogor, and SMK Pembangunan Bogor each contributed 6 respondents or 2.9% of the total respondents. Furthermore, SMAN 1 Cigombong, SMAN 5 Bogor, and SMAN 9 Bogor each accounted for 5 respondents or 2.4% of the sample.

The relatively balanced percentages across several schools suggest that the institution possesses a sufficiently broad market reach and has succeeded in attracting students from various educational backgrounds. This distribution pattern also indicates that the institution's promotional activities, including social media marketing, outdoor advertising, and event marketing, have effectively penetrated multiple school segments within the Bogor area.

Moreover, the diversity of respondent origins reflects the effectiveness of the institution's promotional strategies in reaching both general senior high schools and vocational high schools. This finding is important because it demonstrates that the institution has the potential to appeal to students with different academic interests and career orientations. At the same time, the concentration of respondents from several dominant schools also highlights opportunities for the institution to strengthen market penetration into other schools that may not yet have been optimally reached through existing promotional programs.

Therefore, the respondent distribution findings indicate that the institution has established a relatively extensive promotional network in Bogor and surrounding regions. However, the institution still possesses considerable opportunities to expand

promotional activities and improve awareness across a wider range of schools in order to increase the number and diversity of prospective students in the future.

#### 4.2 Social Media Usage Behavior

Figure 1 illustrates the distribution of respondents based on their social media Instagram usage patterns.

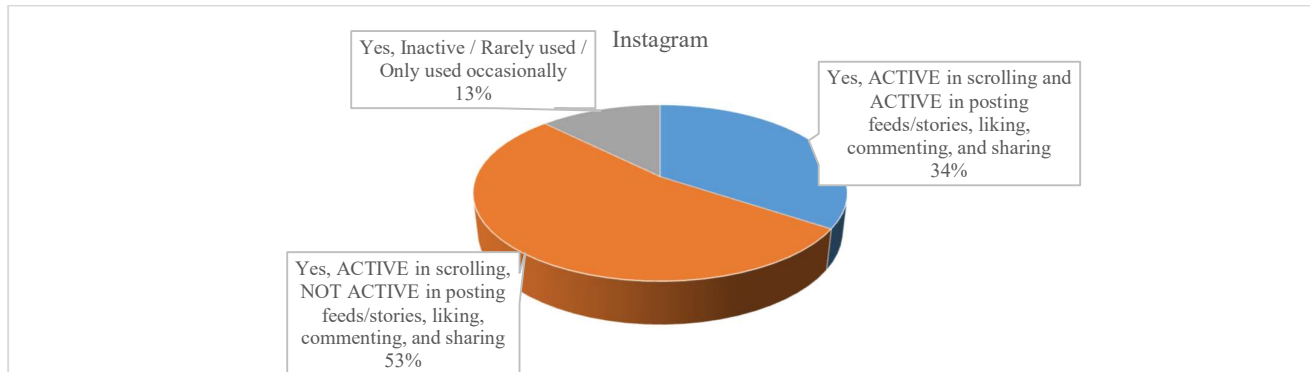


Figure 1. Respondent Distribution of Instagram Usage Patterns

Based on the findings related to Instagram usage behavior, the majority of respondents can be categorized as active Instagram users. Approximately 53% of respondents stated that they actively use Instagram primarily for scrolling and consuming content, but are less active in posting feeds or stories and rarely engage in interactive activities such as liking, commenting, or sharing content. This finding indicates that most students tend to function as content consumers rather than content creators within the Instagram platform ecosystem.

Furthermore, 34% of respondents reported actively using Instagram not only for scrolling activities but also for interactive engagement, including posting feeds and stories, giving likes, commenting, and sharing content. This group demonstrates a high level of engagement with the platform and represents a highly valuable target segment for digital promotional campaigns. Their active participation in social interaction increases the potential for promotional content dissemination through organic sharing and peer-to-peer digital communication. Meanwhile, 13% of respondents stated that they rarely use Instagram or access the platform only occasionally. This percentage indicates that only a relatively small proportion of students exhibit low dependency on Instagram as part of their daily digital activities.

Overall, the study reveals that Instagram usage among students reaches 87%, highlighting the platform's substantial potential as a promotional medium for the studied private higher education institution. The high level of Instagram penetration among students suggests that the platform represents one of the most strategic communication channels for reaching prospective students and increasing institutional visibility.

These findings also indicate that Instagram-based promotional strategies should prioritize visually appealing, interactive, and trend-oriented content that aligns with the preferences and digital behavior of younger generations. Features such as reels, stories, short-form videos, live streaming, and interactive content are likely to be highly effective in increasing audience engagement and strengthening institutional awareness. In addition, considering that a large proportion of students primarily consume content passively, the institution should focus on creating highly engaging visual content capable of capturing audience attention quickly and encouraging further interaction with institutional promotional materials. The results further emphasize the importance of optimizing Instagram as a central component of the institution's digital marketing communication strategy. By utilizing creative and audience-centered content approaches, the institution can improve awareness, strengthen emotional engagement with prospective students, and enhance the effectiveness of its higher education promotional activities in the increasingly competitive digital environment. Furthermore, this study describes the distribution of respondents based on their TikTok usage patterns, as depicted in Figure 2.

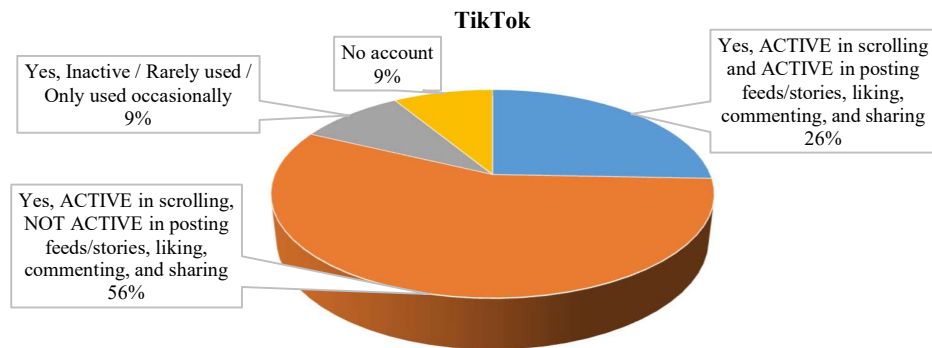


Figure 2. Respondent Distribution of TikTok Usage Patterns

Based on the findings regarding TikTok usage behavior, the majority of respondents were identified as active users of the platform. Approximately 56% of respondents stated that they actively use TikTok primarily for scrolling and viewing content, but are less active in creating posts or engaging in interactions such as liking, commenting, and sharing content. This finding indicates that most students utilize TikTok mainly as a source of entertainment and passive information consumption rather than as a platform for active content creation.

Furthermore, 26% of respondents reported actively using TikTok not only for scrolling activities but also for interactive engagement, including creating content, giving likes, commenting, and sharing videos. This group demonstrates a relatively high level of engagement with the platform and represents a strategic target segment for digital marketing campaigns based on short-form video content. Their active participation within the platform ecosystem increases the potential for promotional messages to spread organically through user interaction and social sharing mechanisms.

Meanwhile, 9% of respondents stated that they rarely use TikTok or access the platform only occasionally. In addition, another 9% of respondents reported that they do not have TikTok accounts. These percentages indicate that although TikTok has become highly popular among younger generations, there remains a relatively small segment of students who are not actively involved in the platform.

Overall, the study demonstrates that TikTok usage among respondents reaches 82%, highlighting the platform's strong potential as a digital promotional medium for the studied private higher education institution. The high level of platform adoption among students indicates that TikTok has become one of the most influential social media channels for reaching prospective students and delivering promotional messages effectively.

These findings suggest that the institution should optimize its marketing strategies through the development of creative, informative, and trend-oriented short-video content capable of capturing audience attention within short viewing durations. Since TikTok's algorithm strongly supports viral content dissemination, universities have significant opportunities to increase institutional visibility and audience reach through engaging and relatable video materials. Content such as campus activities, student experiences, educational tips, behind-the-scenes campus life, scholarship information, and entertaining educational videos may contribute positively to increasing awareness and audience engagement.

In addition, the dominance of passive content consumption behavior among respondents indicates that promotional videos should prioritize strong visual appeal, concise messaging, and emotionally engaging storytelling in order to maximize audience retention and interaction. By aligning promotional strategies with current digital trends and the behavioral characteristics of Generation Z, the institution can strengthen its digital presence and improve the effectiveness of its higher education marketing communication efforts in attracting prospective students.

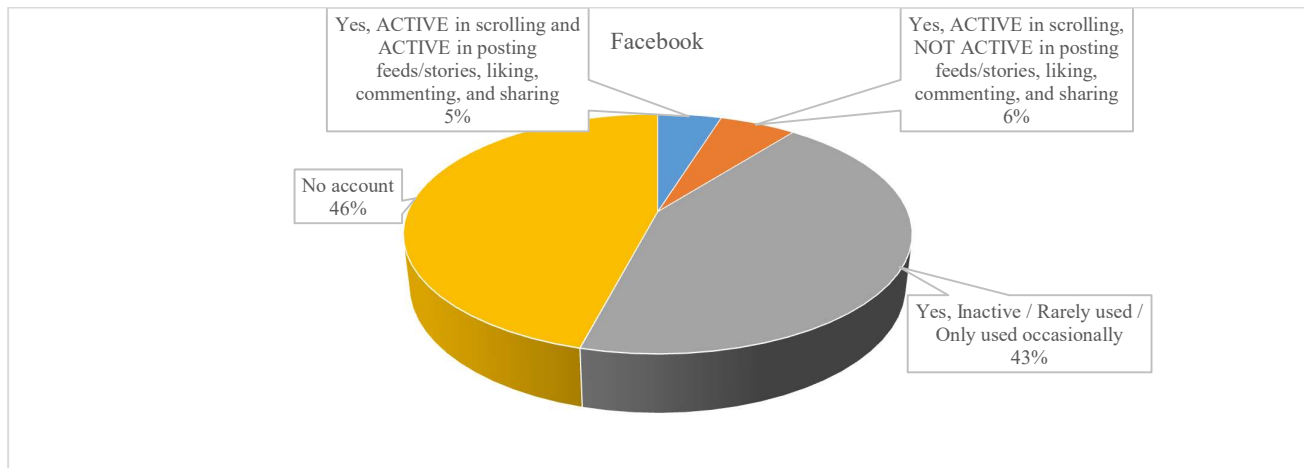


Figure 3. Respondent Distribution of Facebook Usage Patterns

Based on the findings regarding Facebook usage behavior, the level of platform utilization among students is relatively low compared to other social media platforms such as Instagram and TikTok. Approximately 46% of respondents stated that they do not have Facebook accounts, indicating that the platform has gradually been abandoned by a large proportion of younger generations.

Furthermore, 43% of respondents reported that they still possess Facebook accounts but rarely use them or access the platform only occasionally. This finding suggests that although some students continue to maintain Facebook accounts, their level of activity and engagement with the platform remains very limited.

Meanwhile, only 6% of respondents stated that they actively scroll through Facebook content without engaging in activities such as posting, liking, commenting, or sharing. In addition, only 5% of respondents were categorized as fully active Facebook users who regularly engage in both content consumption and interactive activities on the platform.

Overall, the potential usage rate of Facebook among respondents reaches only 11%. This relatively low percentage indicates that Facebook is considerably less effective as a primary promotional medium for the studied private higher education institution compared to Instagram and TikTok. Therefore, the institution's digital marketing strategies should focus more heavily on social media platforms with higher levels of usage and engagement among younger generations, particularly Instagram and TikTok.

These findings further demonstrate that the digital behavior of younger generations is currently concentrated on visually oriented and short-video-based platforms. Instagram and TikTok have become the primary channels utilized by students for entertainment, information seeking, and social interaction. The dominance of these platforms reflects broader changes in digital communication patterns, where users increasingly prefer fast, visually engaging, and interactive forms of content consumption.

On Instagram, the majority of respondents actively engage in scrolling activities but are less active in creating posts. This finding indicates that students predominantly function as content consumers rather than content creators. A similar behavioral pattern is also observed on TikTok, where users primarily consume entertainment and informational content passively while only a smaller proportion actively produces content.

This phenomenon carries important implications for the institution's promotional content strategy. Digital promotional content should be designed to be visually attractive, concise, informative, and capable of capturing audience attention within very short timeframes. Since users are continuously exposed to large volumes of digital content, promotional materials must compete effectively for audience attention through creative visuals, compelling storytelling, and interactive presentation styles.

In addition, soft-selling communication approaches are likely to be more effective than direct hard-selling promotional methods because social media users tend to avoid overly formal or excessively promotional content. Instead, audiences generally respond more positively to authentic, relatable, entertaining, and emotionally engaging content that feels natural within the social media environment. Therefore, the institution should prioritize content strategies that subtly communicate institutional values, campus experiences, student activities, and educational opportunities while maintaining entertaining and audience-centered presentation formats.

By adapting promotional strategies to the behavioral characteristics of Generation Z and current digital consumption trends, the institution can improve audience engagement, strengthen institutional awareness, and enhance the overall effectiveness of its social media marketing communication efforts.

### 4.3 Effectiveness of Social Media Video Promotion

Figure 4 illustrates that the effectiveness of social media promotional videos (type-1).

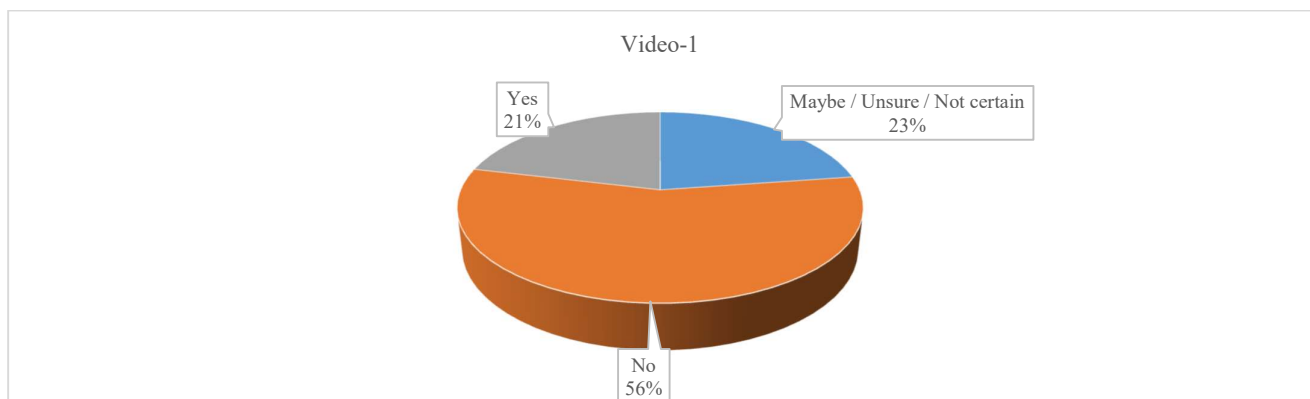


Figure 4. Effectiveness of Social Media Promotional Video (Type-1)

Based on the findings regarding the effectiveness of Promotional Video 1 on social media platforms, the majority of respondents expressed negative responses toward the video content. Approximately 56% of respondents answered “no,” indicating that the promotional video was not sufficiently capable of attracting attention or generating strong interest toward the studied private higher education institution. This finding suggests that the promotional message delivered through the video did not effectively resonate with the target audience.

Meanwhile, 23% of respondents selected responses categorized as “maybe,” “uncertain,” or “not sure.” This percentage indicates that a considerable proportion of respondents had not formed a definite evaluation regarding the effectiveness of the promotional video. Such uncertainty may have been caused by several factors, including content that lacked relevance to audience preferences, promotional messages that were insufficiently persuasive, or visual presentation elements that failed to create strong audience engagement.

On the other hand, only 21% of respondents provided positive responses by answering “yes,” indicating that the video succeeded in attracting attention and generating positive impressions among a relatively small segment of respondents. This relatively low percentage demonstrates that the effectiveness of Promotional Video 1 remains limited and has not yet reached an optimal level as a primary promotional medium.

The findings indicate that social media video promotion strategies require substantial improvement in terms of visual quality, content creativity, and message relevance to the behavioral characteristics of younger generations. More interactive video content that aligns with current social media trends and highlights campus life, student activities, organizational experiences, and graduate career prospects may significantly improve the effectiveness of the institution’s digital promotional efforts.

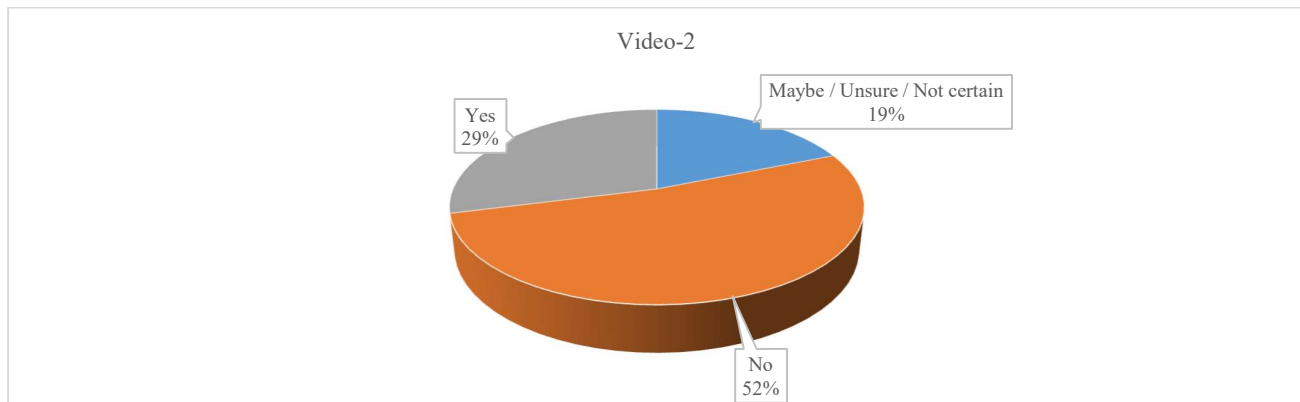


Figure 5. Effectiveness of Social Media Promotional Video (Type-2)

Based on the findings related to the effectiveness of Promotional Video 2 on social media (Figure 5), the majority of respondents also continued to demonstrate negative perceptions toward the promotional content. Approximately 52% of respondents answered “no,” suggesting that the visual presentation and narrative structure of the video had not yet fully succeeded in generating strong interest or creating memorable impressions among prospective students regarding the institution.

Meanwhile, 19% of respondents expressed uncertainty by selecting responses such as “maybe,” “unsure,” or “not certain.” This group represents a segment with untapped promotional potential. The uncertainty observed among respondents may have resulted from the absence of a clear call-to-action, insufficiently comprehensive information, or limited persuasive elements within the relatively short duration of the video content. Consequently, audiences may not have received sufficiently compelling reasons to develop stronger interest toward the institution.

Despite the predominance of negative responses, Promotional Video 2 demonstrated an improvement in positive responses compared to Promotional Video 1. Approximately 29% of respondents answered “yes,” indicating that certain elements within the video, such as editing style, music selection, pacing, or visual presentation, were more successful in attracting specific audience segments. Nevertheless, the overall effectiveness of the video still remained below the expected performance level for a primary promotional medium.

These findings reinforce the importance of conducting comprehensive evaluations of social media video communication strategies. In order to increase conversion rates among uncertain audiences and reduce negative perceptions, future content development should focus more strongly on emotionally driven storytelling techniques, improved graphic quality, stronger visual identity, and the integration of authentic testimonials capable of enhancing institutional credibility.

The relatively low conversion rates observed in both promotional videos indicate that although social media platforms provide extensive audience reach, not all digital content is capable of effectively generating prospective students’ interest toward the institution. Several factors may explain this condition, including:

1. Promotional content that lacks relevance to audience preferences and digital behavior.
2. Extremely intense content competition across social media platforms.
3. Promotional messages that are insufficiently persuasive in creating emotional engagement.
4. Limited visual differentiation compared to competing higher education institutions.

Based on these findings, the institution needs to develop more creative and storytelling-oriented content marketing strategies. Content emphasizing authentic student experiences, organizational activities, campus life, academic culture, and alumni success stories is likely to be more attractive and relatable compared to formal promotional materials.

Furthermore, the utilization of campus influencers and student ambassadors may significantly enhance engagement levels and improve the credibility of promotional messages. Peer-based communication approaches are generally perceived as more authentic and trustworthy by younger audiences, thereby increasing the potential effectiveness of social media promotional campaigns targeted at prospective students.

#### 4.4 Effectiveness of Outdoor Advertising

Figure 6 presents the effectiveness of outdoor advertising through a billboard located on Jalan Surya Kencana,

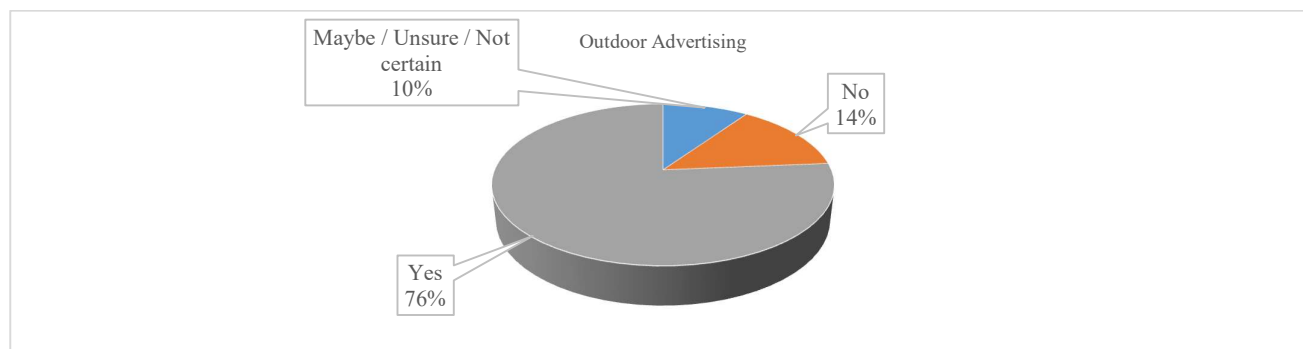


Figure 6. Effectiveness of Outdoor Advertising Billboard

Based on the findings regarding the effectiveness of outdoor advertising media, particularly billboards strategically placed on Jalan Surya Kencana, the results indicate a highly significant and positive impact compared to digital media channels. The data shows that 76% of respondents answered “yes,” confirming that the billboard was effective in capturing audience attention and strengthening brand awareness for the studied private higher education institution.

This high level of effectiveness is reflected in the 76% conversion rate, indicating that outdoor media is capable of delivering promotional messages in a clear, consistent, and highly visible manner to the public and prospective students passing through one of the main roads in Bogor. The strategic location, combined with high traffic volume and repeated exposure, represents the key determinants of its success.

Meanwhile, only a small proportion of respondents expressed negative responses, with 14% answering “no.” This suggests that audience resistance toward physical outdoor advertisements is considerably lower compared to digital advertising formats. In addition, 10% of respondents selected “maybe,” “uncertain,” or “not sure,” representing an audience segment that has been exposed to the billboard but has not yet reached a strong level of decision-making consideration.

These findings demonstrate that outdoor media remains a strong pillar in the institution’s marketing strategy. The dominance of positive responses (76%) validates that the combination of strategic placement and visually compelling design enables billboards to create a stable and persuasive psychological impact in shaping institutional recognition among prospective students.

The results further confirm that outdoor advertising still plays a significant role in building higher education awareness. The Surya Kencana location, characterized by high traffic intensity and public visibility, allows the billboard to achieve extensive exposure among commuters and the general public.

Billboards offer several key advantages, including:

- High frequency of exposure
- Easy-to-remember visual messaging
- Strong institutional credibility signal

- Contribution to brand prestige building

These findings also highlight that higher education marketing strategies cannot rely solely on digital media. A balanced integration between online and offline channels is necessary to create a more comprehensive and effective marketing communication system. The institution is encouraged to maintain the use of strategically placed billboards while improving visual design quality and strengthening message clarity. Integrating billboards with QR codes that direct audiences to social media platforms or institutional websites can further enhance interactivity and bridge offline exposure with digital engagement.

#### 4.5 Effectiveness of School Presentation Event

Table 3 presents the findings showing that 48.3% of respondents were aware of the institution’s school-based marketing presentation activities. This result indicates that school presentations are moderately effective in increasing prospective students’ awareness.

Table 3. Awareness of School Marketing Presentation

Awareness of School Presentation	Frequency	Percent
Maybe / Unsure / Not Sure / Do Not Know	27	13.0
No	80	38.6
Yes	100	48.3
Total	207	100.0

Based on the findings related to one of the key pillars of event marketing, namely direct marketing presentations conducted in schools, this strategy demonstrates a relatively strong level of reach, although it still requires expansion. The data shows that 100 respondents (48.3%) answered “yes,” indicating that nearly half of the students had been directly exposed to promotional information delivered through school presentations. This suggests that face-to-face interaction in the school environment is effective in generating initial awareness among prospective students.

However, the findings also reveal a notable limitation in terms of information distribution. A total of 80 respondents (38.6%) stated “no,” meaning they were not aware of any school presentation activities conducted by the institution. This relatively high percentage indicates gaps in outreach coverage, uneven distribution of school visits, or suboptimal timing of promotional activities. It suggests the need for broader geographic coverage and more consistent visitation schedules to ensure that promotional information is evenly disseminated across target schools.

Meanwhile, 27 respondents (13.0%) selected “maybe,” “unsure,” or “not certain.” This group represents individuals who may have been exposed to the activity but did not retain a strong impression or clearly understand the message delivered. This condition may be caused by limited engagement during the presentation, insufficiently interactive materials, or a lack of compelling visual aids that could capture students’ attention during the limited presentation time.

Overall, the findings suggest that although school presentations have a relatively strong positive awareness base (48.3%), their effectiveness still needs to be enhanced through more creative communication strategies and increased outreach frequency to schools that have not yet been optimally reached.

School presentation activities offer several key advantages, including:

- Direct interaction with students
- Opportunity to explain academic programs in detail
- Ability to build emotional engagement

- Provision of real-time question and answer sessions

However, the data also shows that 38.6% of respondents were not aware of these activities, indicating that the current school visitation coverage remains limited.

To improve effectiveness, several strategic developments can be implemented, such as:

- Expanding the network of target schools
- Using more interactive, multimedia-based presentation methods
- Incorporating games or interactive learning activities
- Involving alumni or current students as presenters to increase credibility and relatability

#### 4.6 Effectiveness of Olympic Event of Studied Institution

The Olympic event was recognized by only 20.3% of respondents, while the majority, 67.6%, stated that they were not aware of the activity (Table 4).

Table 4. Awareness of Olympic Event

Awareness of Olympic Event of Studied Institution	Frequency	Percent
Maybe / Unsure / Not Sure	25	12.1
No	140	67.6
Yes	42	20.3
Total	207	100.0

Based on the findings regarding the effectiveness of competition-based promotional events, particularly the institutional academic competition event (institutional academic competition program), the level of awareness among prospective students remains relatively low. The data shows that only 42 respondents (20.3%) answered “yes,” indicating that they were aware of the institutional academic competition program competition prior to becoming students. This suggests that, as an event marketing instrument, institutional academic competition program has not yet functioned as a primary entry point in introducing the studied private higher education institution to a broader audience of prospective students.

This condition is further emphasized by the majority response, where 140 respondents (67.6%) stated “no,” indicating that they were not aware of the event. This dominant percentage suggests that promotional messaging and dissemination related to institutional academic competition program have not reached the target audience effectively or evenly. Although institutional academic competition program is positioned as a large-scale competition event, the findings indicate that its participant segmentation may be too narrow or that its promotional distribution is still concentrated within limited circles. As a result, the event does not generate widespread awareness beyond direct participants.

Meanwhile, 25 respondents (12.1%) selected “maybe,” “unsure,” or “not certain.” This group represents individuals who may have encountered information about the event but did not retain a strong impression or clear understanding of its association with the institution. This relatively low level of partial awareness may be attributed to insufficient institutional branding emphasis during the event execution or post-event communication activities.

These findings highlight the need for the institution’s marketing management to evaluate and strengthen the promotional strategy surrounding institutional academic competition program. To enhance its effectiveness in the future, stronger integration between event content and digital platforms such as social media, combined with outdoor and offline promotional channels, is

required to ensure that large-scale events like institutional academic competition program can generate significantly higher brand awareness than the current level of 20.3%.

The low awareness level of institutional academic competition program indicates that the event has not been optimally promoted to its target market. In fact, student competition events hold strong potential in building engagement and institutional exposure among high school students.

Several contributing factors to the low awareness include:

- Limited promotional intensity of the event
- Restricted reach of participating schools
- Insufficient social media exposure
- Weak event branding identity

To address these issues, the institution needs to develop a stronger branding strategy for institutional academic competition program as a flagship student competition event in the Bogor region. The use of highlight videos, participant testimonials, and strategic collaboration with schools can significantly enhance event visibility and increase overall awareness among prospective students.

#### 4.7 Effectiveness of BTM Open Stand

Table 5 shows that 72% of respondents were unaware of the existence of the institution booth at Mall BTM. Only 3.9% of respondents were aware of and visited the booth.

Table 5. Awareness of the Institution Booth at BTM Mall

Awareness of Booth	Frequency	Percent
Maybe / Unsure / Not Sure	11	5.3
Not aware of the booth	149	72.0
Yes, aware and visited the booth	8	3.9
Yes, aware but did not visit	39	18.8
Total	207	100.0

Based on the findings regarding the effectiveness of promotional activities through exhibitions or open booth programs at Mall BTM, this strategy demonstrates the lowest level of effectiveness in reaching the target audience compared to other promotional instruments. The data shows a striking pattern, where the majority of respondents, 149 individuals (72.0%), stated that they were not aware of the existence of the institution booth at the mall. This very high percentage indicates that the physical presence of the booth in a shopping center has not been successful in generating sufficient visibility among prospective students.

The low level of direct engagement is further reflected in the fact that only 8 respondents (3.9%) reported that they were aware of and actually visited the booth. This extremely small proportion indicates that although malls are high-traffic public spaces, the conversion rate from mall visitors to booth visitors remains very low. This condition may be influenced by several factors, such as suboptimal timing of the event, an unattractive or less strategic booth location within the mall, or insufficient visual appeal to capture and retain the attention of passersby.

In addition, 39 respondents (18.8%) stated that they were aware of the booth but did not visit it, while 11 respondents (5.3%)

were unsure or uncertain. These findings suggest that although a small portion of the audience had some exposure to the booth information, this exposure did not translate into meaningful engagement or motivation to interact further with the promotional activity.

Overall, the results indicate that the open booth strategy at Mall BTM has not delivered a significant impact on either brand awareness or lead generation. For future implementation, the institution needs to reassess the cost-effectiveness and resource allocation of this program, or redesign the booth concept to be more interactive and visually prominent in order to stand out within the highly dynamic and crowded mall environment, thereby improving the currently very low participation rate of 3.9%.

The findings suggest that the effectiveness of the open booth strategy remains very limited. Several possible contributing factors include:

- Non-strategic booth location within the mall
- Lack of attractive booth design
- Limited interactive promotional activities
- Mall visitors not aligned with the primary target audience

To improve effectiveness, the institution should consider the following strategies:

- Designing a more visually attractive and modern booth
- Incorporating interactive activities and live demonstrations
- Providing merchandise or promotional giveaways
- Utilizing digital displays and gamification elements to attract engagement

#### 4.8 Effectiveness of of “Institution Mengajar” Program

Table 6 shows that the “institution Mengajar” program was recognized by only 12.1% of respondents. Despite this low level of awareness, the program holds strong potential in strengthening the institution’s positive image.

Table 6. Awareness of the “institution Mengajar” Program

Awareness of the “Institution Mengajar”	Frequency	Percent
Maybe / Unsure / Not Sure	23	11.1
No	159	76.8
Yes	25	12.1
Total	207	100.0

Based on the findings regarding the “institution Mengajar” program as a community-based promotional instrument, the level of audience awareness remains at a relatively low level and requires significant improvement. The data shows that only 25 respondents (12.1%) answered “yes,” indicating that they were aware of the program before enrolling as students. This suggests that although the program carries strong educational and social value, its communication has not yet been effectively positioned as part of the institution’s branding strategy.

The dominance of lack of awareness is clearly reflected in the findings, where 159 respondents (76.8%) stated that they were not aware of the program. This represents one of the highest levels of unawareness among all promotional programs evaluated in this study. It indicates that the dissemination of information regarding the institution’s community engagement activities,

particularly teaching initiatives conducted by lecturers and students in schools, has not been fully leveraged as a marketing asset across both digital and conventional channels. Meanwhile, 23 respondents (11.1%) selected “maybe,” “unsure,” or “not certain.” This group represents individuals who may have encountered similar activities but were unable to specifically associate them with the the institution brand. This low level of brand recall highlights the need for stronger institutional visibility in every social and educational activity carried out by the university.

Overall, the findings indicate that the “institution Mengajar” program has strong strategic potential but currently faces limitations in terms of promotional reach and communication effectiveness. Considering that direct engagement in schools typically generates positive impressions, increasing structured documentation and creative dissemination through social media is strongly recommended. Such efforts are expected to significantly improve the current awareness level of 12.1% and simultaneously strengthen the institution’s academic reputation among prospective students. The “institution Mengajar” represents a form of community engagement that contributes to enhancing the institution’s social reputation. The program demonstrates the university’s tangible contribution to society and school-level education, reinforcing its role as an active academic institution.

To improve program awareness, several strategic actions are recommended:

- Professional documentation of all activities
- Consistent publication across social media platforms
- Active collaboration with partner schools
- Use of storytelling-based communication to highlight impact and outcomes

#### 4.9 Main Factors Influencing Student Decisions

The findings indicate that the primary factor influencing students’ decisions to enroll at the studied private higher education institution is the strategic location of the campus, with a percentage of 27.5% as presented in Table 7.

Table 7. Main Factors Influencing Student Decisions

No	Main Decision Factors	Frequency	Percent
1	Strategic location, proximity to home/residence	57	27.5%
2	Study program and curriculum aligned with interests, talents, and career goals	34	16.4%
3	Graduates quickly obtain employment	27	13.0%
4	Accreditation of study program	26	12.6%
5	Competitive tuition fees aligned with family financial capability	26	12.6%
6	Transparent tuition fees with no hidden costs until graduation	15	7.2%
7	Institutional reputation and positive public image	13	6.3%
8	No answer / Do not know	5	2.4%
9	Professional lecturers and academic staff	2	1.0%
10	Campus facilities and infrastructure	2	1.0%
	Total	207	100.0%

Based on the findings regarding the determinants influencing students' decisions to pursue higher education at the institution, strategic location emerged as the most dominant factor. The data indicates that 57 respondents (27.5%) selected the institution primarily because of its accessible location and proximity to their residence. This finding is highly consistent with the previous results regarding the effectiveness of outdoor advertising, particularly the billboard on Jalan Surya Kencana, which achieved a conversion rate of 76%. Together, these results demonstrate that the institution's geographical advantage represents one of the strongest assets within the institution's marketing strategy.

The second most influential factor relates to academic relevance. Approximately 16.4% of respondents selected the institution because of study programs and curricula aligned with their interests, talents, and future career aspirations. This factor was followed by graduate employability, with 13.0% of respondents emphasizing the importance of obtaining employment quickly after graduation. The combination of these findings indicates that prospective students highly prioritize the long-term utility of education, particularly in relation to career outcomes and professional readiness, in addition to accessibility considerations.

Financial considerations also play a substantial role in the decision-making process. Both study program accreditation and competitive tuition fees received identical percentages of 12.6%. These findings suggest that the institution students tend to demonstrate rational decision-making behavior by balancing formal indicators of educational quality, such as accreditation, with the financial capabilities of their families.

However, the study also reveals challenges related to awareness of institutional facilities and teaching quality. Factors such as institutional reputation (6.3%), professional lecturers (1.0%), and campus facilities and infrastructure (1.0%) ranked among the lowest decision determinants. The relatively low percentages associated with these aspects may indicate that current promotional strategies, particularly digital promotional content, have not effectively highlighted the institution's academic strengths, facilities, and professional teaching environment.

This interpretation aligns with the earlier findings related to Promotional Video 2, where 52% of respondents expressed negative responses. One possible explanation is that the promotional videos failed to communicate the institution's facilities, lecturer quality, and institutional reputation in a sufficiently compelling and engaging manner. As a result, these important institutional attributes may not yet occupy a strong position in prospective students' perceptions.

The findings further confirm that geographical factors remain highly influential in higher education selection decisions. A campus location that is accessible and close to students' residences is perceived as beneficial because it reduces transportation costs, travel time, and logistical burdens.

The next most influential factors include:

- Study programs aligned with interests and career aspirations (16.4%)
- Strong graduate employability prospects (13.0%)
- Accreditation of study programs (12.6%)
- Competitive tuition fees (12.6%)

These results demonstrate that prospective students consider not only academic aspects but also employment opportunities and family economic conditions when selecting a higher education institution.

Therefore, the institution should align its promotional strategies more closely with these dominant decision factors by:

- Emphasizing campus accessibility and strategic location
- Highlighting alumni career outcomes and employability statistics
- Communicating curriculum quality and industry relevance
- Stressing tuition transparency and affordability

By focusing promotional communication on factors that directly influence student decision-making, the institution can strengthen its competitive positioning and improve the effectiveness of its higher education marketing strategies.

## 5. CONCLUSION

This study demonstrates that the effectiveness of the institution's promotional strategies varies across different media channels and marketing activities. Social media platforms, particularly Instagram and TikTok, possess considerable promotional potential because they are actively utilized by the majority of students. However, the conversion rates generated by social media promotional videos remain relatively low, indicating that current digital content strategies have not yet fully succeeded in influencing prospective students' interest and decision-making processes. Therefore, the development of more creative, relevant, interactive, and emotionally engaging content is necessary to improve the effectiveness of digital marketing communication among younger audiences.

The findings also reveal that outdoor advertising, particularly the billboard located on Jalan Surya Kencana, achieved a significantly high level of effectiveness with a conversion rate of 76%. This result confirms that billboard advertising remains highly relevant as a higher education promotional medium, especially in strengthening brand awareness and institutional image. The strategic placement of the billboard in a high-traffic area enables repeated visual exposure, which contributes positively to audience familiarity, institutional recognition, and perceived credibility.

Among the event marketing activities evaluated in this study, school presentation programs demonstrated relatively better effectiveness compared to other promotional events. Direct interaction with students through face-to-face presentations was found to be capable of increasing institutional awareness and facilitating more detailed communication regarding academic programs and campus information. In contrast, institutional academic competition program, the BTM Mall open stand, and the "institution Mengajar" program still exhibited relatively low levels of awareness, indicating that these activities require stronger communication strategies, broader promotional coverage, and more integrated branding efforts to maximize their impact.

The study further identifies several major factors influencing students' decisions to choose the institution, including strategic campus location, compatibility of study programs with students' interests and career aspirations, graduate employability prospects, program accreditation, and competitive tuition fees. These findings indicate that prospective students tend to evaluate higher education institutions based on both practical considerations and long-term educational outcomes. Consequently, the institution's promotional strategies should emphasize these dominant decision factors in order to align more closely with the needs, expectations, and preferences of prospective students.

In addition, the findings suggest that higher education marketing strategies should be implemented through an integrated marketing communication approach that combines digital media, conventional media, and experiential marketing activities. Reliance on a single promotional channel is no longer sufficient in the increasingly competitive higher education environment. Institutions are required to develop communication strategies that are adaptive, audience-oriented, and capable of creating meaningful engagement with prospective students across multiple touchpoints.

Finally, this study highlights the importance of understanding the digital behavior of younger generations as a key element in improving higher education promotional effectiveness. Since prospective students are increasingly influenced by visual content, social interaction, and digital communication experiences, universities must continuously adapt their promotional approaches to remain relevant, competitive, and attractive within the rapidly evolving educational landscape.

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